

IN THE CLAIMS

This listing of the claim will replace all prior versions and listings of claim in the present application.

Listing of Claims

Claims 1-12 (canceled).

13. (currently amended) A program provision server connected to a portable terminal over a network, wherein the server comprises:

a control unit; and

a communication unit for carrying out communication with the network;

and

wherein the control unit generates a customer ID according to a request from the portable terminal, and sends to the portable terminal the a point management program as claimed in claim 1 with the generated customer ID incorporated thereinto.

wherein the portable terminal comprises:

a data input unit for inputting data,

a data output unit for outputting data,

a data storage unit for recording customer ID data and point data, and

a program execution unit,

wherein the point management program executes steps including:

outputting the recorded customer ID data through the data output unit,

receiving customer ID data and point data through the data input unit,

comparing the received customer ID data with the recorded customer

ID,

updating the recorded point data using the received point data when a customer ID in the received customer ID data is authenticated, and storing the updated point data including the customer ID in the data storage unit.

14. (currently amended) A The program provision server connected to a portable terminal over a network, wherein the program provision server comprises:

— a control unit; and
— a communication unit for carrying out communication with the network; and
— the control unit generates a customer ID according to a request from the portable terminal, and sends to the portable terminal the point management program as claimed according to claim 213, with the generated customer ID incorporated thereinto.

wherein the data storage unit stores user history data and a current result of customer information analysis, and

wherein the point management program further executes steps including:

outputting the stored result of the customer information analysis as well through the data output unit,

conducting customer information analysis using the received point data when the customer ID is authenticated, and

storing the result of the customer information analysis in the data storage unit,

wherein the customer ID data and the point data input through the data output unit are encrypted, and

wherein the point management program further executes step including:

deciphering the encrypted customer ID data and the encrypted point data and then performing the authentication.

15. (currently amended) ~~A~~The program provision server connected to a portable terminal over a network, wherein the server comprises:

a control unit; and

a communication unit for carrying out communication with the network;
and

~~the control unit generates a customer ID according to a request from the portable terminal, and sends to the portable terminal the point management program as claimed in accordance to claim 313, with the generated customer ID incorporated thereinto,-~~

wherein the data storage unit stores user history data and a current result of customer information analysis, and

wherein the point management program further executes the steps including:

outputting the stored result of the customer information analysis as well through the data output unit,

conducting customer information analysis using the received point data when the customer ID is authenticated, and

storing the result of the customer information analysis in the data storage unit,

wherein the customer ID data and the point data input through the data output unit are encrypted, and

wherein the point management program further executes step including:

deciphering the encrypted customer ID data and the encrypted point data and then performing the authentication.

16. (currently amended) An apparatus used in a service using a portable terminal for executing the a point management program as claimed in claim 1, wherein the apparatus comprises:

a control unit; and

a communication unit for carrying out communication with the network,
wherein the control unit generates a customer ID according to a request from the portable terminal, and sends to the portable terminal a point management program with the generated customer ID incorporated thereinto,

wherein the portable terminal comprises:

a data input unit for inputting data,

a data output unit for outputting data,

a data storage unit for recording customer ID data and point data, and
a program execution unit,

wherein the point management program executes steps including:

a data input unit for acquiring data;

a data output unit; and

— a program execution unit; and
— the program executed by the program execution unit comprises the steps of:

acquiring customer ID data output from an output unit of the portable terminal through the data input unit;

generating output data including input point data and the customer ID data; and

outputting the output data through the data output unit,
wherein the data storage unit stores user history data and a current result of customer information analysis, and

wherein the point management program further executes steps including:

outputting the stored result of the customer information analysis as well through the data output unit,

conducting customer information analysis using the received point data when the customer ID is authenticated; and

storing the result of the customer information analysis in the data storage unit.

17. (currently amended) An The apparatus according to used in a service using a portable terminal for executing the point management program as claimed in claim 216, wherein the apparatus comprises:

— a data input unit for acquiring data;
— a data output unit;
— a display unit; and

— a program execution unit; and

— the program executed by the program execution unit comprises the steps of:

— acquiring customer ID data and a result of customer information analysis output from an output unit of the portable terminal through the data input unit;

— conducting customer information analysis using the acquired result of the customer information analysis and input point data, for display on the display unit;

— generating output data including the input point data and the customer ID data; and

— outputting the output data through the data output unit.

wherein the data storage unit stores user history data and a current result of customer information analysis, and

wherein the point management program further executes steps including:

outputting the stored result of the customer information analysis as well through the data output unit,

conducting customer information analysis using the received point data when the customer ID is authenticated, and

storing the result of the customer information analysis in the data storage unit.

18. (original) The apparatus according to claim 16, wherein the output data is encrypted as an arrangement of numbers and is printed on a paper.

Claims 19 and 20 (canceled).